

Abstract

Bachelor thesis „*The Transformations of the Relation between a Reader and a Book in the Years 1990-2009*” aims to describe and clarify the development of book reading in the Czech Republic from post-revolution years to the present days with an extension to the 80s. Mapping of this subject-matter is based on an analysis of a range of readers’ surveys which addressed the relation between a reader and a book, reading habits, behavior on the book market, libraries, preferred literary genres and authors etc. This thesis covers all these aspects. It also deals with international researches of reading literacy among teenagers (PISA). In the beginning it offers several readers typologies in search of the most suitable definition of a reader. It treats the significance of the book for human society and explains the changes on the book market since the fall of the communist regime. Then it characterizes sociological research and its requirements as well as its possible limits and deficiencies. The most extensive chapter describes individual readers’ surveys, from information about how they were carried out to their most important findings which are then put into context. To conclude the thesis compares essential data from these researches and their selected results. It also proposes key trends in reading and on the book market and points out the unique position of Czech readers within Europe.